

The second section of the Advertising Program is concerned primarily with news and feature stories and pictures. These news stories and pictures appear throughout the world. More than 50,000 photographic negatives are on file at the State News Bureau, the largest collection of North Carolina pictures anywhere.

The third section of the State Advertising Division specializes in answering inquiries about North Carolina. This means of finding out about our great State covers every kind of question imaginable. More than 100,000 such inquiries are answered each year. Most questions are asked about travel, and for this reason this section is known as the State Travel Bureau. To be prepared to answer these questions readily, leaflets telling about things to see and do and about tourist accommodations are produced and distributed in large numbers. The Travel Bureau also prepares displays for travel shows and helps North Carolina organizations set up displays at conventions in and out of the State.

Without a doubt the good and sincere method of handling all of these inquiries is responsible for bringing many people to North Carolina, many of whom come back to visit again, many of whom come to stay.

Because of the efficient work of the Advertising Division, it is very probable that many visitors who come to North Carolina for only short periods of time know more about our State than many people who live here all the time. If every North Carolinian would become thoroughly familiar with all of the wonderful things that are within our bounds, it is almost certain that our growth from every angle would be much more rapid.